

Summary of Minutes

CITY OF BLOOMINGTON ECONOMIC DEVELOPMENT COMMISSION MEETING HELD ON FRIDAY AUGUST 26, 2011 AT 12:00 PM IN THE HOOKER CONFERENCE ROOM OF CITY HALL AT SHOWERS, 401 NORTH MORTON STREET, BLOOMINGTON, INDIANA

Call to Order

The meeting of the EDC was called to order in the Hooker Conference Room by Kurt Zorn at 12:04 PM.

Roll Call

Economic Development Commission Members: Danny Lopez, Kurt Zorn, Amanda Nickey, and Malcolm Webb.

Staff present: Danise Alano-Martin, Economic and Sustainable Development Director; Adam Wason, Economic and Sustainable Development Assistant Director; Miah Michelsen, Economic and Sustainable Development Department; Inge VanderCruysse, City Legal Department; Margie Rice, Corporation Counsel of the City Legal Department; Dan Sherman, City Council Attorney

Petitioners present: James and Sandra McCleary

Public Present: None

Approval of Minutes

Kurt Zorn moved to approve the May 25 and June 10, 2011 minutes. Amanda Nickey seconded the motion. Minutes were approved by acclamation.

Staff Report:

Adam Wason introduced Daniel Lopez as an appointment to the EDC by Mayor Kruzan. Mr. Lopez has filed his oath of office and it has been notarized by our Legal Department.

Mr. Wason also provided an update to the commission regarding the currently outstanding loans. All loans are current, besides the Cha Cha loan. Mr. Wason explained to the commission what the discussions have been with our Legal Department. Due to low summer sales volumes Cha Cha has not been able to meet their loan obligation. Cha Cha has indicated that they will hope to become current by early September. ESD and Legal will discuss the option to increase monthly payments from September until May by the amount equal to the June, July and August payments.

E2Taxi BIIF Loan Request

Mr. Wason introduced the application, stating that per the BIIF guidelines the applicant meets the guidelines and goals of the program. Mr. Wason discussed how E2Taxi will be operating with Prius Hybrid and MV-1 accessible vehicles.

Mr. Wason also discussed the Taxi Operators License and City code 4.24 regarding taxi service. E2Taxi will operate under all requirements of this legislation.

James and Sandra McCleary further discussed the business model that they will operate under. The model of taxi service will allow for reservations through the traditional phone dispatch, text messaging, QR Codes and regularly scheduled pickups as well as online reservations.

Mr. Lopez asked the McClearys to discuss their analysis of the market. Mr. McCleary stated that national research shows a competitive model for taxi service is 1 taxi per 1500 people. Based on Bloomington's population up to 60 cabs could be used. With the addition of E2Taxi to the market, roughly 36-40 cabs will be available throughout the community. Ms. McCleary stated that they will target less traditional customers such as the elderly and disabled who are less likely to currently use a cab. They plan to reach out to these population centers to provide the information necessary to make these customers more comfortable in using a cab service.

Ms. Nickey asked what the Senior Discount would be. Mr. McCleary stated that it would be 5%.

Ms. Nickey made a motion for approval and Mr. Lopez seconded. The motion was approved by acclamation.

Other Business

Danise Alano-Martin requested that during the September meeting of the EDC a slate of officers be presented.

Ms. Alano-Martin also informed the commissioners of the current discussion taking place on the Woolery Mill tax abatement and brought commissioners up to speed on the process moving forward. During the September meeting the petitioner will be present.